

Maryland's WORKFORCE SYSTEM



Benchmarks of Success for Maryland's Workforce System

Communications Committee (CC)

June 4, 2018 | 1– 3 p.m.

1100 N. Eutaw Street, “Smart Board” Conf. Room #209 | Baltimore, MD 21201

Conference Call Instructions: Phone Number – 866-247-6034 | Code 5812736994

Agenda

I. Opening

- a. Welcome

II. Old Business

- a. WIOA Alignment Committee meeting recap
 - i. Communication's Plan – Approval
 - ii. Video scripts - Approval
 - iii. Brief update of report-outs from other committees
- b. Branding: The Benchmarks of Success Initiative does not have a visual identifier – in order for the Benchmarks to be more marketable and mainstream, a logo or brand must be created.
- c. The State Revised Plan: Defining a universal title that describes the new plan that is plainly recognized by all audiences and is consistently used/referred to in all of our publications/videos/presentations, etc.

III. New Business

- a. Introductory Video: June 7th (*during the Executive Steering Committee*)
 - Rough Cut Deadline: June 13, 2018
 - Fine Cut Deadline: June 18, 2018
 - Final Cut Deadline: June 22, 2018
- b. Collateral: Collateral is intended to be distributed, statewide, to our libraries, AJC's, and other targeted audiences detailed in the Communications Plan.
 - i. *Example*: Benchmarks of Success – One Pager

Front Page: Benchmarks Branding/Logo (*not developed*)

1. List of the 5 Goals of the Benchmarks
2. Briefing synopsis/history behind the initiative
3. Website address, Social Media Links, Hash Tags
#BENCHMARKS

Back Page:

4. Core Partners
5. Map of the 12 Workforce Development Regions??
6. MWE??

- c. Newsletter: Develop/identify content for the monthly lead story in advance of each publication. Include information from the report-outs to keep everyone updated. Must develop a list of stories that are strategic to the overall Benchmark Goals.